

ABSTRACT

The high consumption of instant noodles in Indonesia has led to intense competition in the industry, forcing companies to innovate in creating instant noodle products to attract market interest. Lemonilo is an instant noodle brand specifically produced with a focus on consumer health. However, the vegan-specific instant noodle products with high fiber content and gluten-free properties have not been well-received by the Indonesian public, leaving Lemonilo with a long road ahead to dominate the instant noodle market in Indonesia. Based on preliminary research on Lemonilo's repurchase intention among consumers in Semarang City, it was found that Lemonilo's repurchase intention in Semarang City is still relatively low, as the majority of respondents answered "maybe" or even "no" to each statement provided.

This study focuses on Lemonilo instant noodle consumers in Semarang City as the research population, with sampling conducted using purposive sampling. The sample size for this study was 180 respondents, with criteria including being over 17 years of age, having purchased and consumed Lemonilo instant noodles of any variant at least once in the past three months, and residing in Semarang City. The collected data was analyzed using the Structural Equation Modeling method with SEM-AMOS.

The results of this study indicate that Price Fairness has a positive effect on Customer Satisfaction, Brand Image has a positive effect on Customer Satisfaction, Price Fairness has a positive effect on Brand Trust, Brand Image has a positive effect on Brand Trust, Customer Satisfaction has a positive effect on Repurchase Intention, Brand Trust has a positive effect on Repurchase Intention, Price Fairness positively influences Repurchase Intention through Customer Satisfaction, Brand Image positively influences Repurchase Intention through Customer Satisfaction, Price Fairness positively influences Repurchase Intention through Brand Trust, and Brand Image positively influences Repurchase Intention through Brand Trust.

Keywords: *Price Fairness, Brand Image, Repurchase Intention, Customer Satisfaction, Brand Trust, Lemonilo*